Must cite sim. w/ [redacted] in environment'



DOCUMENT-IDENTIFIER: US 6061939 A
TITLE: Device for converting a pole into a simulative product display

Abstract Text (1):
A display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member for fastening the first body element and the second body element about a pole. A substantially rigid reinforcing member may be disposed within an open inner volume of the display device. The reinforcing member may have an aperture therein with an impact absorbing member disposed therewithin. An open inner volume of the impact absorbing member may be occupied by a disparate impact absorbing material such as particulate matter or liquid.

Application Filing Date (1):
19980721

Brief Summary Text (4):
For time immemorial, signs of metal, wood, and plastic have been employed to depict advertiser's products and services. Consequently, advertising displays, even those simulating the advertised product or service in two and even three dimensions, are known to the art. The need for effective advertising has resulted in signs being situated at nearly every conceivable location both indoors and out.

Brief Summary Text (5):
Nonetheless, one available advertising location appears not to have been put to its full use. One will realize that poles may be found in nearly any environment. There are support poles in buildings, utility poles lining streets, and poles on ski mountains for supporting ski lifts. One important point that the shear multiplicity of poles raises relative to the instant invention is that a tremendous amount of unique advertising space as of yet has been left underused. Thus far, advertising on poles has been limited substantially to the posting of sheets of paper and the like with tape or tacks.

Brief Summary Text (10):
In accomplishing these objects, the invention essentially comprises a display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member of, for example, plastic for fastening the first body element to the second body element to form the first and second body elements into a unitary structure. The elongate member may have a first end coupled to an inner surface of the first body element and a second end coupled to an inner surface of the second body element. The elongate may comprise a first elongate section coupled to a second elongate section by a ratcheting engagement mechanism.

Detailed Description Text (3):
In the embodiment of FIG. 1, the display device 10 comprises a first body element

12 and a second body element 50 wherein each of the body elements 12 and 50 has an outer surface 14 that simulates in three dimensions approximately one-half of a beverage bottle. Since each of the first and second body elements 12 and 50 simulates approximately one-half of a product to be displayed, when coupled together the first and second body elements 12 and 50 simulate an entire product to be displayed in three dimensions and throughout 360 degrees.

CLAIMS:

1. A display device for converting a pole into a simulative product display, the display device comprising:

a first body element for simulating in a magnified proportion a portion of a product to be advertised wherein the first body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the first body element has a pole engaging surface with a means for engaging a pole; and

a second body element for simulating in a magnified proportion a portion of a product to be advertised wherein the second body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the second body element has a pole engaging surface with a means for engaging a pole;

a means for fastening the first body element into engagement with the second body element to form the first and second body elements into a unitary structure, the fastening means comprising at least one elongate member with a first end and a second end, a means for fastening the first end of the at least one elongate member to an inner surface of the first body element, and a means for fastening the second end of the at least one elongate member to an inner surface of the second body element wherein the at least one elongate member comprises a first elongate section and a second elongate section; and

a means for fastening the first elongate section to the second elongate section to form the at least one elongate member comprising a ratcheting engagement mechanism operatively associated with the first and second elongate sections;

whereby the first body element and the second body element can be fastened into engagement surrounding a pole to cause at least a portion of a pole about which they are disposed to simulate in three dimensions a product to be advertised.

6. A display device for converting a pole into a simulative product display the display device comprising:

a first body element for simulating in a magnified proportion a portion of a product to be advertised wherein the first body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the first body element has a pole engaging surface with a means for engaging a pole;

a second body element for simulating in a magnified proportion a portion of a product to be advertised wherein the second body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the second body element has a pole engaging surface with a means for engaging a pole wherein the first and second body elements when fastened together define an open inner volume;

at least one substantially rigid reinforcing member comprising a generally flat panel disposed within the open inner volume with an inner edge for contacting a pole about which the first and second body elements are disposed and an outer edge

for contacting the first and second body elements whereby the reinforcing member tends to prevent the first and second body elements from compressing in response to an impact to the display device;

at least one aperture in the reinforcing member;

an impact absorbing member of impact absorbing material disposed within the at least one aperture in the reinforcing member; and

a means for fastening the first body element into engagement with the second body element to form the first and second body elements into a unitary structure;

whereby the first body element and the second body element can be fastened into engagement surrounding a pole to cause at least a portion of a pole about which they are disposed to simulate in three dimensions a product to be advertised.

16. The display device of claim 6 wherein each of the first and second body elements simulates in magnified proportion and in three dimensions a portion of a product to be advertised chosen from the group consisting of a bottled product, a boxed product, and a canned product.

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# Hit List

Clear | Generate Collection | Print | Fwd Refs | Bkwd Refs | Generate OACS

**Search Results** - Record(s) 1 through 10 of 11 returned.

☐ 1. Document ID: US 6629097 B1

L8: Entry 1 of 11 File: USPT Sep 30, 2003

US-PAT-NO: 6629097
DOCUMENT-IDENTIFIER: US 6629097 B1

TITLE: Displaying implicit associations among items in loosely-structured data sets

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw. De

☐ 2. Document ID: US 6415051 B1

L8: Entry 2 of 11 File: USPT Jul 2, 2002

US-PAT-NO: 6415051
DOCUMENT-IDENTIFIER: US 6415051 B1

TITLE: Generating 3-D models using a manually operated structured light source

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw. De

☐ 3. Document ID: US 6292827 B1

L8: Entry 3 of 11 File: USPT Sep 18, 2001

US-PAT-NO: 6292827
DOCUMENT-IDENTIFIER: US 6292827 B1

TITLE: Information transfer systems and method with dynamic distribution of data, control and management of information

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw. De

☐ 4. Document ID: US 6236994 B1

L8: Entry 4 of 11 File: USPT May 22, 2001

US-PAT-NO: 6236994
DOCUMENT-IDENTIFIER: US 6236994 B1

TITLE: Method and apparatus for the integration of information and knowledge

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw. De

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☐ 5. Document ID: US 6161051 A

L8: Entry 5 of 11 File: USPT Dec 12, 2000

US-PAT-NO: 6161051
DOCUMENT-IDENTIFIER: US 6161051 A

TITLE: System, method and article of manufacture for utilizing external models for enterprise wide control

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw. De

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☐ 6. Document ID: US 6157864 A

L8: Entry 6 of 11 File: USPT Dec 5, 2000

US-PAT-NO: 6157864
DOCUMENT-IDENTIFIER: US 6157864 A

TITLE: System, method and article of manufacture for displaying an animated, realtime updated control sequence chart

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw. De

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☐ 7. Document ID: US 6108662 A

L8: Entry 7 of 11 File: USPT Aug 22, 2000

US-PAT-NO: 6108662
DOCUMENT-IDENTIFIER: US 6108662 A

TITLE: System method and article of manufacture for integrated enterprise-wide control

must cite

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw. De

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☐ 8. Document ID: US 6061939 A

L8: Entry 8 of 11 File: USPT May 16, 2000

US-PAT-NO: 6061939
DOCUMENT-IDENTIFIER: US 6061939 A

TITLE: Device for converting a pole into a simulative product display

Full | Title | Citation | Front | Review | Classification | Date | Reference | ... | Claims | KWIC | Draw De

☐ 9. Document ID: US 5805167 A

L8: Entry 9 of 11 File: USPT Sep 8, 1998

US-PAT-NO: 5805167
DOCUMENT-IDENTIFIER: US 5805167 A

TITLE: Popup menus with directional gestures

Full | Title | Citation | Front | Review | Classification | Date | Reference | ... | Claims | KWIC | Draw De

cited

☐ 10. Document ID: US 5782027 A

L8: Entry 10 of 11 File: USPT Jul 21, 1998

US-PAT-NO: 5782027
DOCUMENT-IDENTIFIER: US 5782027 A

TITLE: Device for converting a pole into a simulative advertising display

Full | Title | Citation | Front | Review | Classification | Date | Reference | ... | Claims | KWIC | Draw De

Clear | Generate Collection | Print | Fwd Refs | Bkwd Refs | Generate OACS

| Terms | Documents |
|---|---|
| L7 and building | 11 |

**Display Format:** - Change Format

Previous Page Next Page Go to Doc#

# Hit List

Clear | Generate Collection | Print | Fwd Refs | Bkwd Refs | Generate OACS

**Search Results** - Record(s) 11 through 11 of 11 returned.

☐ 11. Document ID: US 5567164 A

L8: Entry 11 of 11 File: USPT Oct 22, 1996

US-PAT-NO: 5567164
DOCUMENT-IDENTIFIER: US 5567164 A

TITLE: Method of facilitating learning using a learning complex

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw De

Clear | Generate Collection | Print | Fwd Refs | Bkwd Refs | Generate OACS

| Terms | Documents |
|---|---|
| L7 and building | 11 |

**Display Format:** - Change Format

Previous Page Next Page Go to Doc#

First Hit Fwd Refs Previous Doc Next Doc Go to Doc#

Generate Collection Print

A

L3: Entry 1 of 2 File: USPT Apr 29, 2003

DOCUMENT-IDENTIFIER: US 6556950 B1
TITLE: Diagnostic method and apparatus for use with enterprise control

Application Filing Date (1):
19990930

Detailed Description Text (814):
EC Simulation Visualization the LL execution Visualization the current step(s) the machine is waiting on Visualization the "control process", i.e., animate the Timing Diagram Use generated code via SoftLogix to animate in 3-D the workcell machines that simulate the process and the subsequent creation of the product

Detailed Description Text (956):
Visualization of the PLC LL execution is enabled by using RSLogix. Visualization of a current step(s) the machine is waiting on Visualization the "control process", i.e., animate the Bar Chart. Use generated code via SoftLogix to animate in 3-D visualization of the workcell machines in order to simulate the process and the subsequent creation of the product Note: in EC all these simulations run off the same data model.

Detailed Description Text (971):
EC Simulation Visualization of the LL execution is facilitated through the use of RSLogix (RSLadder is better) Visualization the current step(s) the machine is waiting on Visualization the "control process", i.e., animate the Bar Chart Use generated code via SoftLogix to animate in 3-D visualization of the workcell machines in order to simulate the process and the subsequent creation of the product Note: in EC all these simulations run off the same data model.

Current US Cross Reference Classification (3):
705/8

Previous Doc Next Doc Go to Doc#

A



L3: Entry 2 of 2 File: USPT Dec 26, 2000

DOCUMENT-IDENTIFIER: US 6167406 A
TITLE: System, method and article of manufacture for building an enterprise-wide data model

Application Filing Date (1):
19980508

Detailed Description Text (410):
Use generated code via SoftLogix to animate in 3-D the workcell machines that simulate the process and the subsequent creation of the product

Detailed Description Text (698):
Visualization of the PLC LL execution is enabled by using RSLogix. Visualization of a current step(s) the machine is waiting on Visualization the "control process", i.e., animate the Bar Chart. Use generated code via SoftLogix to animate in 3-D visualization of the the workcell machines in order to simulate the process and the subsequent creation of the product

Detailed Description Text (727):
Use generated code via SoftLogix to animate in 3-D visualization of the the workcell machines in order to simulate the process and the subsequent creation of the product

Current US Cross Reference Classification (1):
705/1

# Refine Search

**Search Results -**

| Terms | Documents |
|---|---|
| L23 and ((model$ or simulat$) with install$) | 4 |

**Database:** US Pre-Grant Publication Full-Text Database; US Patents Full-Text Database; US OCR Full-Text Database; EPO Abstracts Database; JPO Abstracts Database; Derwent World Patents Index; IBM Technical Disclosure Bulletins

**Search:** L24

Refine Search | Recall Text | Clear | Interrupt

## Search History

**DATE: Monday, June 06, 2005** Printable Copy Create Case

| Set Name side by side | Query | Hit Count | Set Name result set |
|---|---|---|---|
| | *DB=EPAB,JPAB,DWPI,TDBD; THES=ASSIGNEE; PLUR=YES; OP=OR* | | |
| L24 | L23 and ((model$ or simulat$) with install$) | 4 | L24 |
| L23 | ((model$ or simulat$) with (3d$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item$)) | 144 | L23 |
| | *DB=PGPB,EPAB,JPAB,DWPI,TDBD; THES=ASSIGNEE; PLUR=YES; OP=OR* | | |
| L22 | L21 and building | 94 | L22 |
| L21 | ((model$ or simulat$) with (3d$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item$)) | 346 | L21 |
| | *DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; THES=ASSIGNEE; PLUR=YES; OP=OR* | | |
| L20 | ((model$ or simulat$) with (3d$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item$)) | 536 | L20 |
| | *DB=USPT; THES=ASSIGNEE; PLUR=YES; OP=OR* | | |
| L19 | l18 and ((model$ or simulat$) with (3d$ or "3-d" or "three-dimension" or (three | 1 | L19 |

| | | | |
|---|---|---|---|
| | adj dimension)) with (product or item$)) | | |
| | *DB=PGPB,USPT; THES=ASSIGNEE; PLUR=YES; OP=OR* | | |
| L18 | (5581552 \| 5306106 \| 5116204 \| 5802296 \| 5590249 \| 5204897 \| 5190214 \| 5949998 \| 5953506 \| 5668631 \| 6128587 \| 2899765 \| 6393386 \| 5966702 \| 3579885 \| 5896530 \| 6266053 \| 6128405 \| 5929864 \| 5896139 \| 5774660 \| 5605414 \| 5408597 \| 5889550 \| 6215495 \| 6263103 \| 2002/0093541 \| 4244156 \| 3947985 \| 5066163 \| 5561930 \| 5755528 \| 5782027 \| 5487146 \| 2625762 \| 5760925 \| 3104875 \| 4454671 \| 3928930 \| 6154723 \| 5918049 \| 2870558 \| 5826265 \| 5802292 \| 5826239 \| 6205243 \| 5802306 \| 5799318 \| 5487618)![PN] | 48 | L18 |
| L17 | ('5782027'\| '6292827'\| '6061939'\| '6415051'\| '6823299')[PN] | 5 | L17 |
| | *DB=USPT; THES=ASSIGNEE; PLUR=YES; OP=OR* | | |
| L16 | L15 and l14 | 1 | L16 |
| L15 | l13 and ((model$ or simulat$) with (3d$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item$)) | 1 | L15 |
| L14 | l13 and (simulat$ with (3d$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item$)) | 1 | L14 |
| L13 | ('5782027'\| '6292827'\| '6061939'\| '6415051'\| '6823299')[URPN] | 38 | L13 |
| L12 | L11 and (simulat$ with (3d$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item$)) | 5 | L12 |
| L11 | L10 or l9 | 23 | L11 |
| L10 | 6169992.pn. or 6337699.pn. or 5027400.pn. or 6336035.pn. or 6307573.pn. or 6381583.pn. or 6304855.pn. or 6026377.pn. or 6438263.pn. or 6380934.pn. or 5850352.pn. or 6163623.pn. or 4835704.pn. or 5684724.pn. or 5402358.pn. or 5848399.pn. or 6449103.pn. or 5206804.pn. | 18 | L10 |
| | *DB=PGPB,USPT; THES=ASSIGNEE; PLUR=YES; OP=OR* | | |
| L9 | 6061939.pn. or 5782027.pn. or 6415051.pn. or 6292827.pn. or 6823299.pn. | 5 | L9 |
| L8 | L7 and building | 11 | L8 |
| L7 | L4 not l6 | 28 | L7 |
| L6 | L4 and (simulat$ same install$) | 4 | L6 |
| L5 | L4 and (simulat$ with install$) | 0 | L5 |
| L4 | l2 not L3 | 32 | L4 |
| L3 | L2 and 705/?.ccls. | 2 | L3 |
| L2 | (simulat$ with (3d$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item$)) and @ad<=20000630 | 34 | L2 |
| L1 | (simulat$ with (product or item$)) and @ad<=20000630 | 6006 | L1 |

END OF SEARCH HISTORY

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**End of Result Set**

☐ Generate Collection Print

Forward Ref.
① HIT

L14: Entry 1 of 1 File: USPT May 16, 2000

US-PAT-NO: 6061939
DOCUMENT-IDENTIFIER: US 6061939 A

not sim./mod. intalled 3D product.

TITLE: Device for converting a pole into a simulative product display

DATE-ISSUED: May 16, 2000

INVENTOR-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY |
|---|---|---|---|---|
| Gildea; Sean T. | Marblehead | MA | 01945 | |

APPL-NO: 09/ 119916 [PALM]
DATE FILED: July 21, 1998

PARENT-CASE:
This application is a continuation-in-part of application Ser. No. 08/820,366 filed on Mar. 12, 1997, now U.S. Pat. No. 5,782,027.

INT-CL: [07] G09 F 5/08

US-CL-ISSUED: 40/538; 40/607, 52/736.4
US-CL-CURRENT: 40/538; 40/607.03, 52/736.4

FIELD-OF-SEARCH: 40/538, 40/607, 40/624, 52/736.3, 52/736.4, 405/216, 404/6, 404/9, 404/10, 446/366, 116/63R

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected Search ALL Clear

| | PAT-NO | ISSUE-DATE | PATENTEE-NAME | US-CL |
|---|---|---|---|---|
| ☐ | 2625762 | January 1953 | Mccoll | |
| ☐ | 2870558 | January 1959 | Fuller | |
| ☐ | 3104875 | September 1963 | Doyle | |
| ☐ | 3579885 | May 1971 | Iverson | |
| ☐ | 5066163 | November 1991 | Whitaker | 404/10 |
| ☐ | 5116204 | May 1992 | Power et al. | 40/607 |
| ☐ | 5190214 | March 1993 | Dewailly | |
| | 5306106 | April 1994 | Mileti | 404/6 |

| | | | | |
|---|---|---|---|---|
| ☐ | | | | |
| ☐ | 5487618 | January 1996 | Cox | 404/6 |
| ☐ | 5561930 | October 1996 | Ashley et al. | 40/538 |
| ☐ | 5605414 | February 1997 | Fuller | 404/6 |
| ☐ | 5755528 | May 1998 | Kulp et al. | 404/6 |
| ☐ | 5782027 | July 1998 | Gildea | 40/607 |

FOREIGN PATENT DOCUMENTS

| FOREIGN-PAT-NO | PUBN-DATE | COUNTRY | US-CL |
|---|---|---|---|
| 50647 | October 1966 | DE | 404/10 |
| 2830876 | October 1979 | DE | 404/10 |
| 1483485 | August 1977 | GB | 404/10 |

ART-UNIT: 364

PRIMARY-EXAMINER: Johnson; Blair M.

ATTY-AGENT-FIRM: O'Connell Law Firm

ABSTRACT:

A display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member for fastening the first body element and the second body element about a pole. A substantially rigid reinforcing member may be disposed within an open inner volume of the display device. The reinforcing member may have an aperture therein with an impact absorbing member disposed therewithin. An open inner volume of the impact absorbing member may be occupied by a disparate impact absorbing material such as particulate matter or liquid.

A retaining base with a base floor and an annular retaining wall disposed at the periphery of the base floor base may be provided for retaining a bottom end of the first and second body elements. The retaining base may be fastened to the first and second body elements by, for example, retaining bolts that may be fixed relative to a surrounding environmental surface or by ground spikes projecting through the display device and into a surrounding environmental surface. A volume of ballast may be disposed within the open inner volume of the display device for maintaining the display device in a given location and orientation.

16 Claims, 8 Drawing figures

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L14: Entry 1 of 1 File: USPT May 16, 2000

DOCUMENT-IDENTIFIER: US 6061939 A
TITLE: Device for converting a pole into a simulative product display

Abstract Text (1):
A display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member for fastening the first body element and the second body element about a pole. A substantially rigid reinforcing member may be disposed within an open inner volume of the display device. The reinforcing member may have an aperture therein with an impact absorbing member disposed therewithin. An open inner volume of the impact absorbing member may be occupied by a disparate impact absorbing material such as particulate matter or liquid.

Brief Summary Text (4):
For time immemorial, signs of metal, wood, and plastic have been employed to depict advertiser's products and services. Consequently, advertising displays, even those simulating the advertised product or service in two and even three dimensions, are known to the art. The need for effective advertising has resulted in signs being situated at nearly every conceivable location both indoors and out.

Brief Summary Text (10):
In accomplishing these objects, the invention essentially comprises a display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member of, for example, plastic for fastening the first body element to the second body element to form the first and second body elements into a unitary structure. The elongate member may have a first end coupled to an inner surface of the first body element and a second end coupled to an inner surface of the second body element. The elongate may comprise a first elongate section coupled to a second elongate section by a ratcheting engagement mechanism.

Detailed Description Text (3):
In the embodiment of FIG. 1, the display device 10 comprises a first body element 12 and a second body element 50 wherein each of the body elements 12 and 50 has an outer surface 14 that simulates in three dimensions approximately one-half of a beverage bottle. Since each of the first and second body elements 12 and 50 simulates approximately one-half of a product to be displayed, when coupled together the first and second body elements 12 and 50 simulate an entire product to be displayed in three dimensions and throughout 360 degrees.

US Reference Patent Number (13):
5782027

CLAIMS:

1. A display device for converting a pole into a simulative product display, the display device comprising:

a first body element for simulating in a magnified proportion a portion of a product to be advertised wherein the first body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the first body element has a pole engaging surface with a means for engaging a pole; and

a second body element for simulating in a magnified proportion a portion of a product to be advertised wherein the second body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the second body element has a pole engaging surface with a means for engaging a pole;

a means for fastening the first body element into engagement with the second body element to form the first and second body elements into a unitary structure, the fastening means comprising at least one elongate member with a first end and a second end, a means for fastening the first end of the at least one elongate member to an inner surface of the first body element, and a means for fastening the second end of the at least one elongate member to an inner surface of the second body element wherein the at least one elongate member comprises a first elongate section and a second elongate section; and

a means for fastening the first elongate section to the second elongate section to form the at least one elongate member comprising a ratcheting engagement mechanism operatively associated with the first and second elongate sections;

whereby the first body element and the second body element can be fastened into engagement surrounding a pole to cause at least a portion of a pole about which they are disposed to simulate in three dimensions a product to be advertised.

6. A display device for converting a pole into a simulative product display the display device comprising:

a first body element for simulating in a magnified proportion a portion of a product to be advertised wherein the first body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the first body element has a pole engaging surface with a means for engaging a pole;

a second body element for simulating in a magnified proportion a portion of a product to be advertised wherein the second body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the second body element has a pole engaging surface with a means for engaging a pole wherein the first and second body elements when fastened together define an open inner volume;

at least one substantially rigid reinforcing member comprising a generally flat panel disposed within the open inner volume with an inner edge for contacting a pole about which the first and second body elements are disposed and an outer edge for contacting the first and second body elements whereby the reinforcing member tends to prevent the first and second body elements from compressing in response to an impact to the display device;

at least one aperture in the reinforcing member;

an impact absorbing member of impact absorbing material disposed within the at least one aperture in the reinforcing member; and

a means for fastening the first body element into engagement with the second body element to form the first and second body elements into a unitary structure;

whereby the first body element and the second body element can be fastened into engagement surrounding a pole to cause at least a portion of a pole about which they are disposed to simulate in three dimensions a product to be advertised.

16. The display device of claim 6 wherein each of the first and second body elements simulates in magnified proportion and in three dimensions a portion of a product to be advertised chosen from the group consisting of a bottled product, a boxed product, and a canned product.

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First Hit Fwd Refs Previous Doc Next Doc Go to Doc#

**End of Result Set**

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L19: Entry 1 of 1 File: USPT Jul 21, 1998

Bwd Ref. ① hit

US-PAT-NO: 5782027
DOCUMENT-IDENTIFIER: US 5782027 A

TITLE: Device for converting a pole into a simulative advertising display

not sim./mod. installed 3-D prod.

DATE-ISSUED: July 21, 1998

INVENTOR-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY |
|---|---|---|---|---|
| Gildea; Sean T. | Marblehead | MA | 01945 | |

APPL-NO: 08/ 820366 [PALM]
DATE FILED: March 12, 1997

INT-CL: [06] G09 F 5/08

US-CL-ISSUED: 40/538; 40/607, 52/736.4
US-CL-CURRENT: 40/538; 40/606.12, 40/607.03, 52/736.4

buildings

FIELD-OF-SEARCH: 40/538, 40/607, 40/624, 446/366, 405/216, 52/736.3, 52/736.4

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected Search ALL Clear

| | PAT-NO | ISSUE-DATE | PATENTEE-NAME | US-CL |
|---|---|---|---|---|
| ☐ | 2870558 | January 1959 | Fuller | |
| ☐ | 2899765 | August 1959 | Fuller | |
| ☐ | 3104875 | September 1963 | Doyle | |
| ☐ | 3928930 | December 1975 | Attwood | |
| ☐ | 3947985 | April 1976 | Skrzypczak | |
| ☐ | 4244156 | January 1981 | Watts, Jr. | |
| ☐ | 4454671 | June 1984 | Morgenstern | 40/607 |
| ☐ | 5116204 | May 1992 | Power et al. | 40/607 |
| ☐ | 5561930 | October 1996 | Ashley et al. | |
| ☐ | 5605414 | February 1997 | Fuller et al. | 40/607 X |

FOREIGN PATENT DOCUMENTS

| FOREIGN-PAT-NO | PUBN-DATE | COUNTRY | US-CL |
|---|---|---|---|
| 11733 | April 1910 | FR | 40/538 |
| 9302 | April 1902 | GB | 40/538 |
| 363853 | December 1931 | GB | 40/538 |

ART-UNIT: 363

PRIMARY-EXAMINER: Johnson; Blair

ATTY-AGENT-FIRM: O'Connell Law Firm

ABSTRACT:

A device for converting a pole into a simulative advertising display comprised of a first body element and, possibly, a second body element each for simulating in a magnified proportion at least a portion of a product to be advertised, a pole engaging surface, and a mechanism for coupling the body element or elements with a pole. Where the device simulates a bottle, there may be a strap simulating a bottle cap for surrounding a neck of the simulated bottle and coupling the device to a pole, and there may be a removable sheet label for surrounding a base of the simulated bottle for coupling the device to a pole and permitting a substitution of an advertised message by a replacement of the sheet label. The body element or elements may be comprised of a shell constructed with an impact absorbing material coated with a protective surface coating.

9 Claims, 6 Drawing figures

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**End of Result Set**

☐ Generate Collection Print

L19: Entry 1 of 1 File: USPT Jul 21, 1998

DOCUMENT-IDENTIFIER: US 5782027 A
TITLE: Device for converting a pole into a simulative advertising display

Brief Summary Text (4):
For time immemorial, signs of metal, wood, and plastic have been employed to depict advertiser's products and services. Consequently, advertising displays, even those simulating the advertised product or service in two and even three dimensions, are known to the prior art. The need for effective advertising has resulted in signs being situated at nearly every conceivable location both indoors and out.

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# Hit List

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**Search Results** - Record(s) 1 through 4 of 4 returned.

☐ 1. Document ID: US 20040181374 A1

L24: Entry 1 of 4 File: DWPI Sep 16, 2004

DERWENT-ACC-NO: 2004-688864
DERWENT-WEEK: 200467
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TITLE: Data manipulating method for creating environmental database, involves determining whether object information is sufficient to generate definition of environment, and generating formatted data in transmitting form used by specific model

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw. De

☐ 2. Document ID: JP 2004258890 A

L24: Entry 2 of 4 File: DWPI Sep 16, 2004

DERWENT-ACC-NO: 2004-671717
DERWENT-WEEK: 200466
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TITLE: Product model center of gravity analysis apparatus e.g. for flat panel display TV, uses relation between gravity center position of product, and specific models, to detect product state

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw. De

☐ 3. Document ID: JP 2003067429 A

L24: Entry 3 of 4 File: DWPI Mar 7, 2003

DERWENT-ACC-NO: 2003-262031
DERWENT-WEEK: 200326
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TITLE: Public access system for product development by CAD (Computer-Aided Design), has Web server that associates three-dimensional model for Web public presentation, and control information from CAD data

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw. De

☐ 4. Document ID: JP 2002156910 A

4

L24: Entry 4 of 4 File: DWPI May 31, 2002

DERWENT-ACC-NO: 2002-504829
DERWENT-WEEK: 200254


TITLE: Installation structure of three-dimensional product model, has pillars on both sides of railway track, to support the model

Full | Title | Citation | Front | Review | Classification | Date | Reference | [illegible] | [illegible] | Claims | KWIC | Draw. De

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| Terms | Documents |
|---|---|
| L23 and ((model$ or simulat$) with install$) | 4 |

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